

What is claimed is:

1. A method comprising:
providing a digital video disc having data stored thereon
configured to cause a digital video disc player to read the
data in a manner sufficient to cause a video presentation to
5 be displayed and to randomly generate a verification code from
a plurality of alternative codes;
operating the digital video disc player in a manner to
cause the video presentation to be displayed;
operating the digital video disc player in a manner such
10 that after at least part of the video presentation is
displayed, the digital video disc player generates the
verification code via the data of the digital video disc;
using a client computer system to input the verification
code via the Internet to a host computer system.
2. A method as set forth in claim 1 wherein the digital
video disc player constitutes a part of the client computer
system.
3. A method as set forth in claim 1 wherein the step of
using the client computer system to input the verification
code to the host computer system comprises inputting the
verification code to the host computer system in a manner to
5 obtain a benefit.
4. A method as set forth in claim 1 wherein the data
stored on the digital video disc is configured to enable the
digital video disc player to read the data in a manner to
cause a quiz to be displayed, the quiz comprising at least one
5 question corresponding to the video presentation, the method
further comprising operating the digital video disc player in
a manner to cause the quiz to be displayed.
5. A method as set forth in claim 4 wherein the data
stored on the digital video disc is configured such that the

digital video disc player generates the verification code after the at least one question is correctly answered, the
5 method further comprising operating the digital video disc player in a manner to correctly answer the at least one question to thereby enable the digital video disc player to generate the verification code.

6. A method comprising:

providing a digital video disc to a client, the digital video disc having data stored thereon configured to cause a digital video disc player to read the data in a manner
5 sufficient to cause a video presentation to be displayed and to randomly generate a verification code from a plurality of alternative codes;

operating a host computer system, the host computer system being configured to determine whether a code received
10 from a client computer system is one of the plurality of alternative codes, the host computer system being accessible by the client using the Internet;

prompting the client to input a code;

operating the host computer system in a manner to
15 determine whether the code input by the client comprises one of the plurality of alternative codes.

7. A method as set forth in claim 6 further comprising providing a benefit to the client if the host computer system determines that the code input by the client comprises one of the plurality of alternative codes.

8. A method comprising:

providing a digital video disc;

storing data on the digital video disc, the data being configured to cause a digital video disc player to randomly
5 generate a verification code from a plurality of alternative codes.

9. A method as set forth in claim 8 wherein:

the step of providing a digital video disc comprises providing a plurality of digital video discs;

the step of storing the data comprises storing the data
5 on each of the plurality of digital video discs such that each
of the plurality of digital video discs has identical data
stored thereon.

10. A method as set forth in claim 8 wherein the data
comprises at least a first data set and a second data set, the
first data set comprising a plurality of first data set
portions and the second data set comprising a plurality of

5 second data set portions, the step of storing the data on the
digital video disc comprising storing the data on the disc in
a manner to enable the digital video disc player to randomly
select one of the first data set portions and to randomly
select one of the second data set portions such that said one
10 of the first data set portions corresponds to a first code
portion of the verification code and said one of the second
data set portions corresponds to a second code portion of the
verification code.

11. A method as set forth in claim 10 wherein the first
data set is different than the second data set.

12. A method as set forth in claim 8 wherein the step of
storing the data on the digital video disc comprises storing
the data on the disc in a manner to enable the digital video
disc player to randomly generate the verification code such
5 that the verification code comprises a plurality of alpha-
numeric digits, the data being configured to enable the
digital video disc player to randomly select each digit from a
corresponding one of a plurality of sets of alpha-numeric
digits.

13. A method as set forth in claim 12 wherein each of the plurality of sets contains a plurality of alpha-numeric digits.

14. A method as set forth in claim 8 wherein the step of storing the data on the digital video disc comprises storing the data on the disc in a manner to enable the digital video disc player to randomly generate the verification code such
5 that the verification code comprises a plurality of digits, the data being configured to enable the digital video disc player to randomly select the number of digits to be in the verification code.

15. A digital video disc having data stored thereon, the data being configured to cause a digital video disc player to randomly generate a verification code from a plurality of alternative codes.

16. A digital video disc as set forth in claim 15 wherein the verification code comprises at least a first code portion and a second code portion.

17. A digital video disc as set forth in claim 16 wherein the data comprises a first data set and a second data set, the first data set comprising a plurality of first data set portions and the second data set comprising a plurality of
5 second data set portions, the data being configured to cause the digital video disc player to randomly select one of the first data set portions and to randomly select one of the second data set portions, the first code portion of the verification code corresponding to said one of the first data
10 set portions, the second code portion of the verification code corresponding to said one of the second data set portions.

18. A digital video disc as set forth in claim 17 wherein the first code portion comprises a first alpha-numeric
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digit and the second code portion comprises a second alpha-
numeric digit, the first digit of the verification code
5 corresponding to said one of the first data set portions, the
second digit of the verification code corresponding to said
one of the second data set portions.

19. A method comprising:

providing a digital video disc having data stored thereon
configured to cause a digital video disc player to read the
data in a manner sufficient to cause a video presentation to
5 be displayed, the data further being configured to prevent the
video presentation to be displayed until an access code is
input into the digital video disc player;

using a client computer system to access a host computer
system via the Internet;

10 obtaining the access code from the host computer system;
and

inputting the access code into the digital video disc
player in a manner to cause the video presentation to be
displayed.

20. A method as set forth in claim 19 further comprising
operating the client computer system in a manner to provide
client information to the host computer system, the step of
providing client information to the host computer system
5 occurring before the step of obtaining the access code from
the host computer system.

21. A digital video disc having data stored thereon
configured to cause a digital video disc player to read the
data in a manner sufficient to cause a video presentation to
be displayed, the data further being configured to prevent the
5 video presentation to be displayed until an access code is
input into the digital video disc player.

22. A digital video disc as set forth in claim 21 wherein the access code comprises at least first and second digits, the data being configured to cause a first menu to be displayed, the first menu having a first set of characters thereon, the data being configured to prompt the user to chose one of the characters from the first set of characters, the data being configured to cause a second menu to be displayed upon the user choosing from the first set of characters a character which corresponds to the first digit, the data being configured to cause a third menu to be displayed upon the user choosing from the first set of characters a character which fails to correspond to the first digit, the second menu having a second set of characters thereon, the data being configured to prompt the user to chose one of the characters from the second set of characters.